

Summary - Feedback Management

Collecting user feedback can at times be quite daunting, especially if there is a large number of feedback coming in. Feedback Management, is the process in which you will handle, analyse and manage the incoming feedback items. There are a number of useful tools in the Usabilla back-end that will help you manage the incoming feedback in a simple, systematic manner.

Sharing Feedback Items

If when reviewing your Feedback Inbox you see an item that you would like to quickly share with a colleague, simply click the 'share feedback item' icon. A window will appear in which you can submit the email address of the person with whom you want to share the item with. This will automatically send them the feedback item by email. In the same window, you will notice that a public link for this feedback item is generated. Anyone you share this link with, will be able to see this feedback item. This is a practical way to share feedback items with your colleagues who do not have access to the Usabilla back-end.

Labels

Labels are a big part of feedback management in Usabilla. This is because labels allow you to easily filter out relevant feedback, and forward them to different stakeholders within the organisation.

There are two different types of labels, **Automatic Labels** and **Custom Labels**. When you open a Feedback Item in detailed view, you will see that there is a label attached underneath the label section. This is what we call an Automatic Label. Notice how the name of the label is the same as the subject? That is because the subject is automatically added as a label to the feedback item. This is practical as you will be able to filter Feedback Items per label, and hence find back all the items per subject that was selected.

You can also add **Custom Labels** to Feedback Items. Custom Labels are a great way to categorize your feedback responses which will help you during your Feedback Management. There are many ways of categorizing your Feedback Items with these labels. For example, you can add labels based on what type of feedback it is, on the status that the item is in to keep track of the status of the item; you can add labels based on sections of your website to quickly see which sections generate the most positive/negative feedback, and so on. For more ideas on **useful labels to use, have a look at [this article](#)**.

To **add a Custom Label**, simply write the label name of your choice in the open-text field. A label will be added or created as soon as you hit the "Enter" key or click on the "Plus" icon. Labels that you've added to a Feedback Items will be visible underneath the label text field. Of course, you can also **delete labels**; this is done by clicking the cross icon in the label tag.

Filtering Options

When you're handling large amounts of Feedback Items, adding a filter allows you to quickly find relevant Feedback Items. **Think of it as a 'search engine' within your Feedback Inbox.** In your Feedback Inbox, you will see a filtering panel on your left-hand side. This is where

these **filtering options** can be specified. You can filter on any information that you find within a Feedback Item. A few examples are Emotional rating, labels, URL etc. it's quite a long list, so we advise you to take some time to go through it to see what the possibilities are. Furthermore, you are able to apply more than one filter at a time, this way you are really able to narrow down your search.

Once you have applied a filter to your search, you are also able to save this filter, and set-up email notifications for it. This is done with the '**Save New Filter**' button at the top of the filter panel. Give your search a name and decide if you want to **receive email updates** when a new Feedback Item comes in matching this search. You can be notified as often as every hour, or only once a week. Once a filter is saved, it will be listed in your 'Saved Filters' list. This means you can easily apply saved filters from the list each time you visit the Usabilla back-end.

That's it for feedback management! Make sure to use the filtering options, save searches and set-up email notifications, as this will make it a lot easier to handle large amounts of incoming feedback! If you would like to analyse the feedback within your own management system, you can make use of our **Public API** to extract the data from the back-end into a system of your choice.

Links to articles

<https://support.usabilla.com/hc/en-us/articles/212282409-Choosing-the-right-labels>

<https://support.usabilla.com/hc/en-us/articles/208016169-How-can-I-segment-my-feedback-items->

<https://support.usabilla.com/hc/en-us/articles/208743825-How-can-I-analyze-the-results-of-one-specific-button->

<https://support.usabilla.com/hc/en-us/articles/208743885-What-information-will-be-available-for-my-feedback-responses->

<https://support.usabilla.com/hc/en-us/articles/208744685-Can-I-export-my-feedback-data->

<https://support.usabilla.com/hc/en-us/articles/208744725-Setting-Saved-Searches-and-setting-up-Email-Notifications-for-new-feedback>